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2019 U.S. Seed Price Transparency Report: Farmers Pay Radically Different Prices for the Exact Same Seed

By Sally Krueger | Sep. 5, 2019

Seed is one of the largest input costs on the farm. Regardless of state, region or seed brand, farmers like you contend with significant differences in seed prices. With more competition for their business and more price transparency, farmers will be able to make more informed decisions around input purchases.

THE PROBLEM: FARMERS PAY RADICALLY DIFFERENT PRICES FOR THE EXACT SAME SEEDS.

For decades, the seed industry has been plagued with a severe lack of price transparency. Instead of transparently publishing prices, seed companies typically negotiate prices with farmers on an individual basis. Common seed industry practices like zone pricing, bundling, rebate programs, and complicated discounting practices also make seed pricing unclear and confusing. This allows seed companies to sell the exact same seed to different farmers at sometimes radically different prices. It also creates an information disadvantage for farmers — meaning that you know what you paid for seed, but not what other farmers paid for the same products.

FARMERS DESERVE TRANSPARENT SEED PRICING AND ACCESS TO MORE COMPETITIVE MARKETS FOR CROP INPUTS.

Our latest special report breaks down just how predominant the issue of seed price transparency, or a lack thereof, is for farming family businesses in the U.S. The report summarizes some of the recent trends that we've observed in seed pricing based on information provided anonymously to

FBN by our members.

Highlights from the 2019 Seed Price Transparency Report include:

- Largest price difference among popular seeds
- Maximum price difference by state
- Most expensive seed companies by state
- Most expensive seed trait technology by state
- Price of seed per bushel of yield produced
- Typical seed price ranges by county
- Yearly seed price variations



At Farmers Business Network (FBN), we believe that price transparency is a basic consumer right.

Farmers deserve transparency when purchasing products for their farm, especially for inputs. Input price transparency enables farmers to make better-informed decisions that can help increase the farm's overall profit potential.

FBN members who contribute seed invoices to the network can access price transparency data on more than 1,000 seed products in *FBN Seed Finder*, all powered by the collective intelligence of the *FBN* network.

[Download the free 2019 U.S. Seed Price Transparency Report](#)



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